



Dr. Susan McMahon

A New Generation for Cosmetic Dentistry: Delivering the Selfie Ready Smile

Appearance and self-esteem have long been intertwined. So, as our social media and selfie culture continues to grow, it's no surprise that more and more people are seeking out cosmetic dentistry as a way to enhance their appearances. The dental world has taken notice and we need to respond with conservative ways to satisfy our patient's desires for ideal smiles. This course will cover treatments from ultraconservative enamel enhancements and direct composite solutions. Discover the secrets to identifying patient's cosmetic desires, learn new easy but beautiful techniques and learn effective dialogue for case acceptance. Enamel enhancements: Visible White Lesion (VWL) removal, Brown staining removal, Whitening and Whitening Combination treatments. Direct composite bonding. Finishing techniques for beautiful surface texture and anatomy. Diastema Closure. Additive finessing of the smile. Gingival sculpting for framing the smile. Conservative Indirect Ceramics. Applied Smile Design. Combining individual tooth, gingival and global smile treatments. 6 CEs

Objectives

Give confidence to recognize and assess your patients' cosmetic desires. Develop clinical skills for comprehensively diagnosing, preparing, placing and finishing conservative restorations. Attain step by step protocol for applied smile design for combination treatments that boost their confidence and boost your bottom line.

About our Speaker

A graduate of the University of Pittsburgh, School of Dental Medicine, Dr. McMahon owns one of the largest cosmetic dental practices in Western Pennsylvania. She is accredited by the American Academy of Cosmetic Dentistry, and an invited Fellow of the prestigious American Society for Dental Aesthetics and a Fellow of the Academy of General Dentistry. An author and internationally recognized lecturer and KOL, Dr. McMahon has devoted her professional career to the pursuit of advanced technologies in cosmetic and minimally invasive dentistry. She is a past clinical instructor in Prosthodontics and Operative Dentistry at the University of Pittsburgh. She frequently lectures across the United States and internationally on minimally invasive dentistry and conservative cosmetic dentistry for teenagers and young adults. She also lectures on incorporating technology and smile design.